

## California Tourism Highlights, 2008 Data\*

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### Importance of travel and tourism to the California economy

- Visitors to California spent \$97.6 billion in 2008. Travel spending increased by 0.8 percent over the preceding year.<sup>(1)</sup>
- During 2008, travel spending in California directly supported 924,000 jobs with earnings of \$30.6 billion. Travel spending generated the greatest number of jobs in accommodation and food services (533,000) and arts, entertainment and recreation (227,400 jobs)<sup>(1)</sup>
- Over 19 percent of all travel spending in the state in 2008 was attributable to international travel.
- Travel spending in 2008 generated \$2.2 billion in local taxes and \$3.6 billion in state taxes.<sup>(1)</sup>

### Visitor volume and market share

- Approximately 351 million domestic and international visits to and through California in 2008.  
(2,4,5,6,9)

#### Domestic Travel

- 338 million domestic visits to and through California in 2008, down -1.0 percent from 2007.<sup>(2)</sup>  
Californians themselves are the mainstay of the state's travel and tourism industry, comprising 86 percent of domestic travel, or 290 million person-trips<sup>(2)</sup>.
- California's top out-of-state domestic markets are Arizona, Nevada, Texas, Oregon, Washington and Illinois.<sup>(3)</sup>
- Total leisure visit volume increased three percent in 2008 as gas prices fell in the second half of the year. California tourism also benefited from in-state travel in 2008 as travelers focused on closer-to-home destinations amidst rising airfares and a waning economy.<sup>(2)</sup>
- California has the largest market share of domestic travel among all 50 states with a mark of 11.1 percent in 2007<sup>(2)</sup> (latest data available). California had a 10.7 percent share of domestic leisure travel in 2007.<sup>(2)</sup>

- Approximately 30.4 million domestic travelers flew to and through California on U.S. carriers in 2008. Domestic air traffic at California airports decreased by 4.8% 4.8 percent over 2007. <sup>(7,8,9)</sup>

## International Travel

- Of California's approximately 13.4 million international visits, 5.5 million were from overseas in 2008. California enjoyed a 21.6 percent share of all overseas travel to the U.S. <sup>(4,9)</sup>
- Preliminary California's top overseas visitor markets in 2008 were: United Kingdom (798,000), Japan (634,000), Germany (389,000), Australia (340,000), S. Korea (305,000), France (305,000), China PRC- not including Hong Kong (280,000), and Taiwan (190,000). <sup>(4,9)</sup>
- Approximately 6.7 million Mexicans visited California in 2008. Of this total, 366,000 arrived by air, with the remainder traveling to California by land or sea. Both overall Mexican travel, -9%, and Mexican air travel, -14%, declined in 2008 primarily because of poor economic conditions in Mexico including a weak exchange rate for the peso. <sup>(4,6,9)</sup>
- Approximately 1.4 million Canadians traveled to and through California in 2008, a 5% increase from 2007. This total represents 6.4% of all Canadian travel to the US. About 85% of Canadian travel to California is by air, with the remainder by land and sea. Eight-five percent of California's Canadian visitors, too, are from British Columbia, Alberta, or Ontario. <sup>(5,9)</sup>

### Sources:

- (1) California Travel Impacts by County, 1992-2007, 2008 Prelim. State Estimates, Dean Runyan Associates, Inc., March 2009.
- (2) D.K. Shifflet & Associates, Ltd
- (3) TNS TravelsAmerica, 2007-2008, September, 2009.
- (4) Overseas and Mexican Visitors to California, 2007, CIC Research, Inc., July 2008.
- (5) Statistics Canada
- (6) "Mexican Visitors to California, 2007", special analysis for the CTTC by CIC Research, November 2008
- (7) U.S. Domestic Air Travel to California Destinations by Metropolitan Market, Year End 2007, Dean Runyan Associates, Inc. April 2008
- (8) Individual California airports
- (9) CTTC Research